

## Systematic Review

# The relationship of patient satisfaction level with word of mouth on health services: systematic review

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## ABSTRACT

Health services, especially in hospitals, are now increasingly required to provide excellent service to patients. One of easy way for patients to get information about services is to ask someone who has received the same service before. This is called word of mouth (WOM). This research was conducted using the literature review method. The data was synthesized by comparing 5 literatures that met the inclusion and exclusion criteria. The database sources were Google scholar and PubMed. Data is processed and presented in tabulated form. From 5 literatures that have been reviewed, there were 4 articles stating that there was a significant relationship between patient satisfaction and WOM on health services. The smallest significance number is  $=0.000$ , and the largest coefficient value is 0.533, which means that the increasing of patient satisfaction unit will cause a change in WOM to health services by 53.3%. There is only 1 article that finds that there is no relationship between patient satisfaction and WOM with a value of 0.117. There is a significant relationship between patient satisfaction and WOM on health services. Health services such as hospitals should pay attention to patient satisfaction, because it greatly affects the image of the hospital in customer's point of view.

**Keywords:** Patient satisfaction, WOM, Health care

## INTRODUCTION

One easy way for patients to get information about services is to ask someone who has received the same service before. This is called WOM. Saputra et al found that WOM marketing had a significant effect on patient satisfaction at the Prima Husada hospital in Malang with a sign  $t=0.00$ .<sup>1</sup> Results of research by Wuda et al found that service quality had a positive and significant effect on patient satisfaction with a value of 0.642.<sup>2</sup> Higher patient satisfaction, higher desire for positive WOM communication to family, relatives and acquaintances.

According to Purbandari et al consumer satisfaction is very important for companies because it will make consumer's willingness to deliver positive news stronger.

He found that service quality has a positive effect on patient satisfaction with a CR=2.53, the estimated value of 0.63 has a positive direction with a probability of 0.01.<sup>3</sup> Therefore, it is important for a hospital to make patients satisfied with the services. So that they are expected to be able to tell their family, relatives, friends, and acquaintances which indirectly is also a promotion for the hospital.

Hospital, as directly receives patient referrals from primary health facilities, is need to provide excellent service to satisfy patients. Thus, patients who have received treatment are expected to be able to share their experiences and recommend hospital to their family, relatives, friends, and acquaintances.

## METHODS

This type of research is a systematic review. Data were synthesized using a narrative method by grouping similar extracted data according to the results measured to answer the objectives. The keywords used in the literature search were “patient satisfaction” AND “WOM”. The database sources used in searching the literature in this research are Google scholar and PubMed. Inclusion criteria in this study are: a. Journals published in 2017-2019; b. Journal that discusses patient satisfaction in hospitals and WOM; c. The research was conducted by involving all research designs

The literatures which match to the inclusion criteria were collected and a journal summary was made including the name of the researcher, the name of the journal, the title of the study, the method, and the results of the study. The summary of the literatures is presented into a table sorted

alphabetically and the published year. To further clarify the analysis of the abstract and full text of the literatures were read and observed. The literature summary was analyzed by contents contained research objectives and research results/ findings. Analysis used content analysis. Data that has been collected is then looked for similarities and differences and then discussed to draw conclusions.

## RESULTS

Table 1 shows the characteristics of the literatures regarding the relationship between patient satisfaction and WOM (Table 1).

Table 2 shows that from the review on 5 literatures discussing the relationship between patient satisfaction and WOM, 4 out of 5 articles found that there was a significant relationship between patient satisfaction and WOM on health services (Table 2).

**Table 1: Literature characteristics.**

Authors (year)	Title of journal	Title	Methods	Results
<b>Optimasi et al,<sup>4</sup> (2018)</b>	Jurnal Bisnis dan Manajemen	The role of service quality in building satisfaction and WOM communication for outpatients RSD dr. Soebandi Jember	Quantitative study with explanatory approach	The results showed that the C.R (Critical Ratio) value was 9.937 (above 1.96) and p (Probability)=0.000 (below 0.05). It means that satisfaction has a significant effect on WOM communication.
<b>Wibowo et al,<sup>8</sup> (2019)</b>	Journal of international conference proceedings	The impact of service quality, patient satisfaction, and trust on positive WOM of dental clinic’s patients.	Associative study	Patient satisfaction has no significant effect on WOM with a value of 0.117
<b>Primantara et al,<sup>5</sup> (2017)</b>	E-journal manajemen Unud	The role of satisfaction mediating service quality on WOM at Surya Husada general hospital Denpasar	Descriptive and associative study	Satisfaction has a positive and significant effect on WOM on consumers of Surya Husadha general hospital Denpasar with the results of data processing showing a beta coefficient of 0.533 with a significance level of 0.000 ( $\leq 0.05$ )
<b>Hsu,<sup>6</sup> (2018)</b>	International journal of environmental research and public health	Investigating effect of service encounter, value, and satisfaction on WOM: an outpatient service context	Quantitative design with associative study	Kepuasan Pasien berpengaruh signifikan terhadap WOM (path coefficient: 0.734).
<b>Tjintiadewi et al,<sup>7</sup> (2018)</b>	E-journal manajemen Unud	The influence of service quality and price perception on patient satisfaction and WOM at prima medika general hospital	Quantitative design with associative study	The influence of customer satisfaction on WOM in this study obtained a coefficient value of 0.378 with a level of significance 0.001 0.05 so that indicates that customer satisfaction has a positive and significant effect to WOM

**Table 2: The relationship of patient satisfaction with the WOM health services.**

Authors (year)	Research purposes	Results
<b>Optimasi et al,<sup>4</sup> (2018)</b>	Analyzed the effect of service quality on satisfaction and WOM communication, and the effect of satisfaction on WOM communication in outpatients at the regional hospital (RSD) dr. Soebandi Jember	Satisfaction has a significant effect on WOM communication which is the third hypothesis in this study. The results showed that the C.R (Critical Ratio) value was 9.937 (above 1.96) and the p (Probability) value was 0.000 (below 0.05). The satisfaction variable has an effect on WOM communication by 1,120. It means that patient satisfaction has greater effect to WOM communication than compared to the service quality.
<b>Wibowo et al,<sup>8</sup> (2019)</b>	To determine the effect of service quality, patient satisfaction, and trust in positive WOM.	The results of the regression test showed a value of 0.117, which means that patient satisfaction has little effect on positive WOM in the dental clinic. This result is also supported by a significance value of 0.169 (>0.05).
<b>Primantara et al,<sup>5</sup> (2017)</b>	To explain the relationship between service quality, satisfaction, and WOM	Satisfaction indicators consist of: general expectations, experiences, overall expectations. The WOM indicators consist of: Saying positively, recommending, encouraging. The results of data processing show a beta coefficient of 0.533 with a significance level of 0.000 ( $\leq 0.05$ ). it means that the hypothesis which states satisfaction has a positive and significant effect on WOM on consumers of Surya Husadha general hospital, Denpasar can be accepted
<b>Hsu,<sup>6</sup> (2018)</b>	Identify the relationship between service encounters, service value, patient satisfaction, and WOM from a marketing point of view	Patient satisfaction has a significant effect on WOM (path coefficient: 0.734).
<b>Tjintiadewi et al,<sup>7</sup> (2018)</b>	Determine the effect of service quality and price perception on customer satisfaction and WOM in outpatients at prima Medika general hospital	The coefficient of total determination is 0.965, which means that 96.5% of the variation in the WOM variable is explained by customer satisfaction, service quality and price perceptions, while the remaining 3.5% is explained by other factors not included in the model. The effect of customer satisfaction on WOM has a coefficient of =0.379 and a p value of 0.001. The coefficient value $5 > 0$ and $p = 0.05$ , which means that customer satisfaction has a positive and significant effect on WOM.

## DISCUSSION

Based on a literature review conducted in 5 literatures related to the relationship between patient satisfaction and WOM, the results of 4 articles stated that there was a significant relationship between patient satisfaction and WOM on health services. The smallest significance number is =0.000, and the largest coefficient value is 0.533, which means a change of every increase in patient satisfaction will cause a change in WOM to health services by 53.3% (articles 1, 3, 4 and 5).<sup>4-7</sup> There is only 1 article which finds that there is no relationship between patient satisfaction and WOM with a value of 0.117.<sup>8</sup>

Customer satisfaction, in this case the patient, is one of the keys to the company's success. Satisfied customers

will tend to be loyal and convey positive WOM to a brand or company. Companies can increase long-term profits if they succeed in satisfying customers.<sup>2</sup> WOM is one of the marketing communications tools such as advertising, personal selling, sales promotion and others, but WOM is different from other tools. The main difference is that other tools are managed and controlled by the company while WOM cannot be controlled because it is a communication between consumers discussing the good or bad of the goods or services they buy.<sup>9</sup>

Currently, WOM is starting to become one of the most widely used communication tools by companies, because consumers often feel that the information conveyed is more reliable so that companies begin to pay more attention.<sup>10</sup> People not only express their opinions about a

service directly to others, but also through social media like a review of a service or product of a company. This makes the information grow faster. The positive side are if the reviews are good, the company will be recognized faster and even go viral, but if the reviews are not good, the company may lose customers, and even make its reputation down

Hospitals as health care providers need to pay attention to this phenomenon. Take advantage of opportunities how patients are satisfied with health services and convey the good experience to the public so that they are interested.

## CONCLUSION

There is a significant relationship between patient satisfaction and WOM on health services. Health service places such as hospitals should pay attention to patient satisfaction with services, because it greatly affects the image of the hospital. Patients who are satisfied with health services will share their experiences with their family or friends. This is indirectly a form of marketing for hospitals that are not controlled by the hospital. The information, gotten from WOM, tends to be more effective in making someone interested in visiting a service place.

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